

The invention provides a novel method for the screening and for the identification of nucleic acid binding factors (NABFs) or nucleic acid binding elements (NABEs) that are differentially active between two phenotypically different cell lines (normal and modified); in a particular cell type before and after a given treatment; or between two completely heterologous cell lines. The invention also provides methods for the simultaneous analysis of the effect of given compounds on multiple DNA-protein interactions. It further provides for the analysis of compounds that are nucleic acid binding factor analogs and compounds that selectively bind *cis*-acting nucleic acids.